

## CIP EXPENSE DETAIL

**DATE OF COUNCIL CONSIDERATION:**

4/28/11

**CONTACT DEPARTMENT:**

Financial and Administrative Services Department,  
Communications and Technology Management

**SUBJECT:** Authorize award, negotiation, and execution of three six-month contracts through the State of Texas Department of Information Resources cooperative purchasing program with RHYAN TECHNOLOGY SERVICES LLC, AUSTIN, TX (MBE), in an amount not to exceed \$77,501; APEX SYSTEMS INC., Austin, TX in an amount not to exceed \$81,600; and STARK HOLDING INC, AUSTIN, TX (WBE) in an amount not to exceed \$113,280 for staff augmentation for services related to the AustinGO Project. Funding in the amount of \$272,387 is available in the Fiscal Year 2010-2011 Capital Budget of the Finance and Administrative Services Department, Communications and Technology Management.

**CURRENT YEAR IMPACT:**

**Department:**

**Financial and Administrative Services Department,  
Communications and Technology Management**

Project Name:

Website Redesign

Fund/Department/Unit:

8641-5607-2002

Funding Source:

Financial and Administrative Services Department,  
Communications and Technology Management

Current Appropriation:	977,000.00
Unencumbered Balance:	977,000.00
Amount of This Action:	<u>(272,387.00)</u>
Remaining Balance:	<u>704,613.00</u>

**ANALYSIS / ADDITIONAL INFORMATION:** This contract is for staff augmentation for programming services for Phase 2 of the AustinGO project.

On November 1, 2007, City Council passed a Resolution directing the City Manager to begin a City-wide web redesign project. The project team engaged community domain experts, industry leaders, and the residents of Austin when determining next steps for soliciting assistance with the project. Completed in October of 2010, Phase 1 of the project provided services to analyze the structure, content, and usability of the current City Of Austin web site, developed a new site information architecture that addresses ease of use and content quality, redesigned the site user-interface to create a consistent look and feel throughout the site, and recommended the installation and configuration of a content management system.

Guided by the requirements and roadmap for success documented in the first phase of the project, Phase 2 will move forward with an in-house directed implementation of the technology necessary to support the new site design, information architecture, and content management strategy. While these efforts will be led by and largely performed by the City's project team, staff augmentation of six people for approximately six months will be required in the areas of programming, server administration, database configuration, search engine optimization, information architecture engineering, and user testing.